

**State of Utah, Department of Workforce Services
Wasatch North Regional Council Meeting Minutes
Ogden Employment Center, 480 27th Street
Wednesday, January 9th, 2008
7:30 A.M. to 9:00 A.M.**

Attendees:

Kathleen Alder	Alder & Associates
Elaine Bonham	Utah Public Employees Association
Rhonda Boren	Ogden / Weber ATC
Melissa Freigang	Clearfield Job Corps Center
Steven Hoellein	Felt Auto Parts
Randy Hopkins	State of Utah, Department of Workforce Services
Richard McConkie	Neighborhood Development Division
Brent Petersen	Davis Applied Technology College
Cecil Robinson	State of Utah, Juvenile Justice Services
Lou Seamons	Davis County School District
Julie Snowball	Weber State University
Toni Ure (Chair)	Chromalox
Bonnie Williams	State of Utah Division of Rehabilitation

Guests:

Sue Myers	Weber School District Adult Education
Loma Prince	Ogden City School Adult Education
Donna Corby	Ogden City School District
Allen Turner	Davis Applied Technology College Recruiting / Marketing

Excused:

Sharon Anderson	Family Connection Center
Byron Beck	Browning, Morgan County
Pamela Clark	Family Support Center of Ogden
Clayton Cooper	Kimberly-Clark, Weber County
Paul Evans	Harmony Home Health & Hospice
Larry Facer	Plumbers Local 348
Sylvia Godfrey	Hill A.F.B.
Mike Hadley	Wells Fargo, Davis County
Commissioner Alan Hansen	Davis County Commission
Gary Knapp	Enable Industries
John Petroff	J.P.'s #1 American Car Care
Lynette Stevens	Council Member, Morgan County
Leslie Trottier	D.W.S. Child Care Resource and Referral
Chris Wells	Manpower
Randy Welsh	Utah Transit Authority
Nate Woodward	Valdez Machining, Davis County
Commissioner Jan Zogmaister	Weber County Commission

Department of Workforce Services Staff:

Dixie Baughman	Program Specialist
Lesnie Foster	Employment Counseling Program Specialist
Debbie Herr	Regional Program Manager
Kathleen Leiker	South Davis Employment Center Manager
John Mathews	Research Consultant
Greg Paras	Roy Employment Center Manager
Gaylene Pebley	Clearfield Employment Center Manager
Carrie Peterson	Administrative Secretary
Lynn Purdin	Research Consultant
Mike Richardson	Director of Legislative & Government Affairs
Melisa Stark	Research Consultant
Susan Wright	Regional Council Liaison

1. **Welcome**

Toni Ure, Wasatch North Regional Council Chair, called the meeting to order. All Council members, and Department of Workforce Services (D.W.S.) staff were welcomed to the meeting. It was noted that there was not a quorum for the meeting.

Action Item: Susan Wright, Regional Council Liaison, will send an e-mail to all Council members for their vote on action items and motions made at the January 9th, 2008 meeting.

The following new Wasatch North Regional Council members were introduced:

Rhonda Boren - Ogden / Weber Applied Technology College

Bonnie Williams - District Director, Division of Rehabilitation Services

Elaine Bonham – Utah Public Employees Association

2. **Consent Calendar Action Items**

Toni Ure called for a motion to approve the Wasatch North Regional Council minutes from the August 8th, 2007 meeting.

Action Item: Julie Snowball made the motion, Steve Hoellein seconded, and the Council unanimously approved the August 8th, 2007 meetings minutes.

3. **State Council of Council Report- John Mathews, Lynn Purdin, Mike Richardson and Melisa Stark**

Purpose: The purpose of the discussion was to inform council members of the five industry sectors proposed at the Council of Councils conference and the expectations from the State to work collaboratively between all regional councils and the State Council.

Objective: To help job seekers obtain jobs in these career-ladder industries, help employers obtain workers, and provide basic education to those who need it to help ensure better employment opportunities.

Mike Richardson, Staff to the State Workforce Board, provided the State Council Report. The State “Council of Councils” meeting was held in Cedar City in October. The State Council connects the Department to the private sector to collect the information needed to meet the standards of operating businesses.

The new “sector strategy” will be used to facilitate the Department’s Workforce Development Plan. The Regional Councils are a statutory mandate for D.W.S., which help develop training priorities, related to apprenticeship, training, and coordination. The purpose is important to Utah’s economy as it provides education and career pathways for job seekers by contributing to and maintaining Utah’s communities.

Mike Richardson explained a new term is “talent development”, which will be used for sectors to help meet the needs of employers. If a pathway can be in place, a training curriculum will be developed to help students choose a career in their high school years. The Regional Council will make a recommendation on the selection of the sectors for their areas. This will be information D.W.S. will use from the private sector to define the sector strategy and purposes across the State.

Mike Richardson reported that this year, at the Council of Councils, workgroups were conducted to help develop a strategy to meet the needs in the specified employment sectors. And over the next two years, a strategy will be developed. A State Council meeting will be held January 10th to further discuss how D.W.S. can meet the needs of employers.

The Wasatch North Regional Council will be asked to identify the sectors they would like to develop in their areas. The Council will have a discussion about the sectors that will be important to helping in the areas.

Lynn Purdin informed the attendees that the sector development is not new to the Department as D.W.S. started working on it in 2002, when the Department began working to address the shortages in the health care industry and the shortages in nursing. The Department partnered with colleges to add 41 additional students through the partnerships. Later, the Department began to work on the energy sector. As a result, the Western Energy Training Center was developed.

Lynn Purdin explained she called the process “Win Three” –

1. Job seekers gain viable employment.
2. D.W.S. works with industry partners to provide trained workers with the skills employers need.
3. It is a win for the economy.

The sector strategy keeps youth in schools gaining the skills they need to for employment in the industry areas. The industry sector is a good model of working with industry and job seekers. The four industry sectors identified at the State Council were –

1. Automotive
2. Energy
3. Construction
4. Health
5. Basic Education

Prior to the State Council's efforts, the targeted sector work groups were set-up to identify the key issues in the industry and schools to identify what is working and could be shared. The pre-conference gathered information about the potential skills development and wage information. The information reviewed at the State Council meeting developed the “Sector Plans and Deliverables” for the Automotive, Construction, and Energy industry sectors. Currently, some of the stigmas tied to the positions are being addressed. Career pathways have been established with the Utah State Office of Education, and an on-line handbook has been provided on the available industry sectors.

D.W.S. will develop a marketing plan for each of the sectors identified. A statewide marketing group has been established. D.W.S. staff are working with the State Office of Education to develop a marketing plan to inform individuals of the sectors and the courses available through the high school curriculum.

The basic education issue will need to be considered, as there are 211,000 people who lack a high school education in Utah. The Department will be working to re-engage youth and adults into programs delivering basic education. A partnership has been made with the State Office of Education and the Department of Workforce Services to strengthen and expand education programs and improve access.

4. **Labor Market Information**

John Mathews is assigned as the State's D.W.S. Economist. He presented an informational overview of the four industry sectors. In the State of Utah, the healthcare industry accounts for 8% of the state's workforce. The healthcare industry in the North Region equates to 21% of the statewide healthcare industry employment rate. The average wage for healthcare workers is \$3,100 per month. The healthcare industry is the occupation industry that will have the most new jobs.

The construction sector, in the North Region accounts for 22% of the States workforce. The average monthly wage is \$2,959. Heavy construction and highway earn over \$4,000 a month. And special trades earn \$2,700 each month. John explained that construction is starting to slow down, and growth will not be booming as much as it has been.

The automotive sector is an interesting sector, as many of the jobs are spread-out in a variety of areas. For the North Region, 27% of the workforce is working in the automotive industry.

Energy is an industry sector that equates to 1.3% of the State's workforce. For the North Region, 10% of the jobs are in the energy sector.

John asked if the Council had any questions on the data he presented. Additional information was included in the meeting packets for each of the individual sectors that were reviewed. Council members were invited to contact John Mathews with any questions they may have.

Mike Richardson explained that as the Council decides which industry sectors they would like to work on, additional information can be provided by the Department. D.W.S. has met with higher education to gather information from employers to determine the skills sets needed for the different industries. The information will be a tool that can be given to the Regional Councils from the State Council.

The State Council would like the Regional Councils to review the growth industry sectors to identify the targeted industry sectors for each of the regions. The Regional Councils will then create a sector based strategic plan to develop short, medium, and long term goals. The State Council would like the Regional Councils to report on what they would like to continue.

The State Council has co-chairs who will be working to provide experts to help the Regional Councils with their planning. The Regional Councils will need to determine how they can get individuals to training that they need to gain employment and meet the needs of employers. The Regional Council will need to look at youth and how they can access the training resources for the identified industry sectors.

The State Council would like the Regional Council to develop the pathway to help individuals access the training. The State Council is asking the private sector workgroups to work with them to ensure their needs are being met.

Mike Richardson encouraged the Wasatch North Regional Council to work with the marketing resources that will be available. He recommended that the Council consider the implications for ethnic and other special needs populations. The Office of Education has information available on-line that will be used by students and schools to identify training requirements.

Council members were invited to participate on the State Council workgroups if they would like to work on the State Industry Sector plan.

Steve Hoellein recommended including the statement "Attract Employees: Educated Junior High, High School counselors, and parents that construction is a viable option for students by hosting a career day meeting in each of the five D.W.S. regions at local ATC's, community colleges, or local high schools" on all of the industry sectors.

Steve mentioned that the automotive industry is moving towards two years of education along with an additional four years training to help the workers learn about the intricate systems they are working on.

Mike Richardson added that the State Council needs the industries to provide the needed information so it can be marketed. Marketing ads will be used to advertise the wages and the skills needed for the identified positions.

Melissa Freigang commented on the use of advertising in the newspaper to market the programs as it will not be used by youth. She noted that the D.W.S. "Just For Youth" website needs to be updated to keep up with the youth who are accessing the information. She recommended having a high marketing presence on the web to inform the high school and middle school students. The Internet will be the resource that the youth will be using to see the advertisements.

Mike Richardson would like the Regional Council to discuss the industry sectors.

Julie Snowball explained that detailed articulation agreements are developed at every school in the Ogden, Weber, Davis, and Morgan schools each year. As the private sector told D.W.S. that the articulation agreements are needed. Julie Snowball assured the Council that the articulation agreements are in place.

Mike Richardson recommended that the Council discuss “How are we meeting the needs of employers with the employees they need” to facilitate the sector approach in the North Region.

Mike Richardson explained that D.W.S. has been working with the Career and Technical Education (C.T.E.) Directors. They are considering the Regional Councils presenting at the C.T.E. meetings and also marketing the information to the school counselors. The tours of the education sites with the workgroups will allow the students to view where the training is happening.

Julie Snowball addressed the important fact that the State Workforce Council of Council's meetings are scheduled during a time when the State Office of Education attends a national conference.

Richard McConkie asked if the aerospace industry would be considered. Mike responded that the Department will try to make an information template for the Council to review.

Mike Richardson would like to include economic development in the Regional Council meetings.

Brent Petersen commented that the information they are gathering at the A.T.C. level can be shared with D.W.S. as they have a workgroup addressing the same information. The goal will be to connect the regional to the State groups.

Lynn Purdin added that she and Melisa Stark can attend the meetings as they will provide the Council with the needed information.

Mike Richardson explained that his job as staff to the State Council will be to help align the resources to facilitate the planning processes.

4. **Regional Council Discussion - Toni Ure**

Brent Petersen stated his perspective that every year the Regional Council discusses the career sector concepts and never completes them. He added that the State Council meeting was held in October and the Regional Council is now addressing the directives in January.

Randy Hopkins asked that the Regional Council “kick it up a notch” to determine how the Council can use the sector information. He offered the regional resources that are available to support the Council.

Brent Petersen proposed meeting more frequently than once a quarter to help facilitate the task force planning prior to the retreat in March.

Randy Hopkins noted that Kristen Cox, Executive Director, has given him the personal challenge to reduce the school “drop out” rate in Ogden. Randy will be meeting with the school superintendents.

Allen Turner, from Davis Applied Technology College, Recruiting / Marketing, was invited by Toni Ure to provide a report at the meeting. The “Gear Up” Manufacturing Career Fair is being planned for September 30th and October 1st. The planning committee is hoping to provide students with a tour as an opportunity to visit facilities involved in the manufacturing industry.

Action Item: Brent Petersen called for a motion that the voting Council members be emailed industry sector information where each member would vote on their top 2 choices of industry sectors the members will work on for the next calendar year. He recommended the motion propose that the Council select from the Health, Automotive, Construction, and Manufacturing (including aerospace) industry sectors which would be assigned to the committees to facilitate the Council's planning.

Toni Ure noted that when an objective is defined, the Council would begin goal planning.

Brent Petersen recommended including the "at risk youth" in the Council functions. Brent would like the Council to focus on the "at risk youth" groups.

Mike Richardson added that what has been done at the State level, is that private sector representatives, have been selected to help the Council. He expects this will help will help the Council implement the planning faster.

Toni Ure recommended conducting a meeting with enough voting members to facilitate the Council's objectives.

D.W.S. will be mandated to involve adult education representatives in the Regional Council meetings. As a result, the following representatives attended the meeting, Sue Myers (Weber School District Adult Education), Loma Prince (Ogden City School Adult Education), and Donna Corby (Ogden City School District). The representatives voiced that they would like to support the Council with the ESL.

Decision: The group agreed that an interim meeting would be needed prior to the planning retreat scheduled In March. The meeting will be conducted Tuesday, January 22nd from 2:00 to 4:00 p.m.

Melissa Freigang recommended including all partners who need to be involved in the planning.

Toni Ure summarized Melissa Freigang's comments as soliciting to the key players who have been identified.

Steve Hoellein asked, "How can the Council get the information that has been developed by the State?"

Randy Hopkins offered the help of D.W.S. staff to assist the Regional Council with their planning efforts.

5. **Regional Youth Council Report – Melissa Freigang**

Melissa Freigang, Youth Council member, reported that the Future Through Training (F.T.T.) contract for W.I.A. Youth Services would be terminated effective January 31st, 2008. D.W.S. will be managing W.I.A. Youth Services, through the Roy and Ogden Employment Centers. A motion was made at the Youth Council meeting and seconded by Cathy Bolin for changes to the W.I.A. Incentive program. (See attached).

Action: Steve Hoellein voted to approve the Youth Council report and recommended e-mailing the motion to the Council for approval.

6. **Other Business - Council Members**

No other business was conducted.

7. **Public Comment - Open Forum**

No general public representatives or non-members of the Regional Council attended the meeting for public comment.

8. **Adjourn**

The meeting was adjourned at 9:00 a.m.

MOTION: A motion was made by Melissa Freigang, seconded by Cathy Bolin and voted unanimously upon by the Youth Council to make the following changes regarding WIA Youth incentives:

WIA Youth Incentives:

1) Attendance

- A) Incentive for maintaining 90% or higher of school attendance (18 of 20/21 days) per calendar month: \$20

2) Program Completion

- A) Incentive for earning diploma/GED: \$100
- B) Incentive for completion of an occupational training certificate and obtaining the occupational license if it is required for employment in that career field: \$150.00
- C) Incentive for earning an Associates degree: \$250.00
- D) Incentive for earning a Bachelors degree: \$500.00

3) Academic Progress

- A) Incentive for monthly progress report
 - a. 67-79% \$10.00
 - b. 80-89% \$20.00
 - c. 90-95% \$30.00
 - d. 96+% \$40.00
- B) Incentive for GPA
 - a. 2.0 = \$30
 - b. 3.0 = \$60
 - c. 3.5 = \$90
 - d. 4.0 = \$120
- C) Incentive for increasing basic skills testing score in math, reading and or spelling by 1.0 grade level or higher. (0.5 increase for resource, maintain level for special ed.): \$25
- D) Incentive for earning .50 credits towards a diploma in adult education or other alternative school setting: \$25
- E) Incentive for EFL gain of 2-3 grade levels: \$50.00
- F) Incentive for youth who increase a letter grade in a specific subject as needed and negotiated with case manager: \$25

The following incentive was deleted:

Incentive for earning a certificate, credential, license, etc. as negotiated: Up to \$50

The following paragraph was deleted:

Incentives may vary per case manager depending on the participant's needs and goals. All incentives must be integrated into the employment plan and case noted detailing justification in UWORKS.